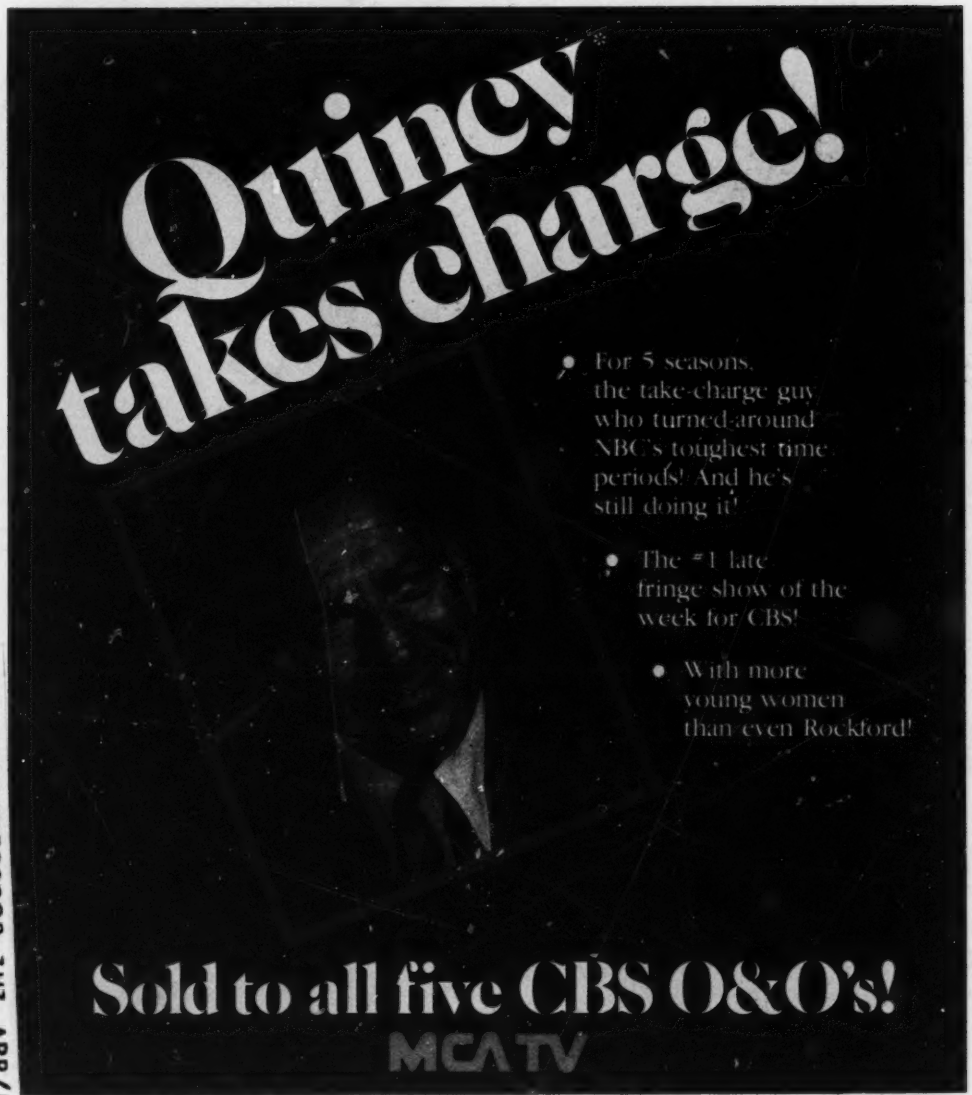
A stunner for NATPE in New York
Country radio makes headlines in Nashville

Broadcasting Mar 23

The News Magazine of the Fifth Estate □ Vol. 100 No. 12 Our 50th Year □ 1981

3/23/81 C 1750-1 U-

20014KENNEP2098 ZWZ APR/81
J P KENNEDY
CIS
4520 EAST WEST HWY
SUITE 800
WASHINGTON DC 20014
SAMPLE


Quincy takes charge!
• For 5 seasons, the take-charge guy who turned-around NBC's toughest time periods! And he's still doing it!
• The #1 late fringe show of the week for CBS!
• With more young women than even Rockford!
Sold to all five CBS O&O's!
MCA TV

*Quincy or another appropriate title.
(c) 1981. Universal City Studios, Inc. All rights reserved. Source: NTI February 1976-January 1981. All data subject to survey limitations.

The First 50 Years Of Broadcasting
1953

The Week in Brief

TOP OF THE WEEK

NATPE'S EXPANDING UNIVERSE ☐ For first time at major broadcasting conference, cable television is embraced as full working partner, and international participation is up dramatically. Screening center concept is introduced and draws rave reviews. **PAGE 27.**

HOLD BUTTON FOR ROSSLYN ☐ FCC votes to wait for Fowler before deciding on move. **PAGE 29.**

DIGGING IN ☐ FCC begins winnowing out thousands of translator and low-power TV applications. **PAGE 29.**

DIMENSIONS OF A NEW CHAIRMAN ☐ Mark Fowler is holding his counsel on much of his plans for the FCC, but it is sure to include sea of change and pro-business bent. **PAGE 30.**

VHF STATION SWAP ☐ Multimedia gets KSDK St. Louis for its WXII Winston-Salem, N.C., and WFBC-TV Greenville, S.C., plus $8.5 million. **PAGE 32.**

CPB WINS AND LOSES ☐ Senate Budget Committee declines to go along with budget cut for public broadcasting organization. CPB President Fleming announces retirement. **PAGE 32.**

SPECIAL REPORT

NATPE: GAVEL TO GAVEL ☐ Keynoter Bennett warns station survival depends on increased local production. **PAGE 33.** Upswing in barter, reality and off-network turns up in marketplace; sales activity reflects softer economy. **PAGE 37.** Conventional TV is put on notice that new media will be offering stiffer competition. **PAGE 40.** Panel of ad agency executives examines such issues as cost, new technologies and censorship. **PAGE 42.** NATPE luncheon session veers from sex and morality to advertiser boycotts; ACT's Charren discloses countercampaign against Moral Majority. **PAGE 46.** ABC, CBS and NBC affiliate sessions assess programing status and what's in the offing. **PAGE 50, 53 and 54.** Foreign TV distributors told of expanding buying role by U.S. **PAGE 61.** Independents' session concentrates on ways to combat rising costs. **PAGE 62.** PBS affiliates discuss setbacks. **PAGE 62.** NATPE schooled on low-power TV. **PAGE 68.** Enhancing peace between sales and programing. **PAGE 70.** Seeking harmony between news and programing departments. **PAGE 72.** Accurate head count for pay TV remains elusive. **PAGE 76.** NATPE hands out its Iris awards. **PAGE 80.**

PROGRAMING

TEMPO UP IN NASHVILLE ☐ Biggest-ever Country Radio Seminar and influx of programers prompt organizers to create new group for expanded activity. **PAGE 82.** Delegates are reminded of strength in country radio's numbers. **PAGE 83.** Some financial tips on station acquisition. **PAGE 83.** Some programing tips for daytimers. **PAGE 84.**

BUSINESS

INCENTIVE FOR WYMAN ☐ CBS proxy statement confirms that president received $1 million "inducement" to join company last May, in addition to $656,777 remuneration. **PAGE 87.**

MEDIA

FORT WORTH BRASS RING ☐ Sammons Communications gets nod for cable franchise that will cost approximately $50 million. **PAGE 88.**

LAW & REGULATION

FACE LIFT ☐ Goldwater bill would reshape public broadcasting by weaning stations from CPB funding and by encouraging CPB to experiment in other media. **PAGE 93.**

1953

THE 'BROADCASTING' YEARS ☐ ABC and United Paramount Theaters merged, and the FCC approved compatible color standards for TV. The commission pumped out nearly 300 new television grants. Also, Pat Weaver became NBC president, and Robert E. Lee joined the FCC. **PAGE 101.**

PROFILE

PEACOCK PRIDE ☐ Brandon Tartikoff doesn't dwell on his quick ascent up the ladder to the presidency of NBC Entertainment. His greater concern is that he be part of the team that takes NBC-TV to number-one in ratings. **PAGE 127.**

Index to departments							
Bottom Line	88	Changing Hands	90	Fates & Fortunes	123	Monitor	85
Business Briefly	8	Closed Circuit	7	For the Record	106	Open Mike	19
		Datebook	14	Intermedia	92	Stock Index	86
		Editorials	130	Monday Memo	22	Washington Watch	98

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.75 except special issues $2.50. Subscriptions, U.S. and possessions: one year $50, two years $95, three years $135. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $30 annually. Annually: *Broadcasting Yearbook* $60.00. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

Index to advertisers ■ ABC Radio Network 43 ☐ ABC Television Network 51 ☐ AMOCO BC ☐ Accuracy in Media 83 ☐ American Image 72 ☐ American Petroleum Institute 124 ☐ BMI 60 ☐ Back to God 94 ☐ Blackburn & Co. 90 ☐ Bridal Fair 85 ☐ Broadcast Electronics 68 ☐ Cetec 10 ☐ Chamber of Commerce 75 ☐ Continental Electronics 74, 84, 93, 123 ☐ R.C. Crisler 80 ☐ Fetzer Stations 100 ☐ Grass Valley 4 ☐ Group W Productions 53, 61, 69, 77, 87, 89, 95, 97 ☐ Harris 15, 55 ☐ Home Theater Network 78 ☐ Ikegami 65 ☐ Insurance Institute 52 ☐ Katz 47 ☐ Lotus Reps 71 ☐ MCA-TV Front Cover, 6, 26 ☐ Midstate Computing Services 81 ☐ Midwest Corporation 79 ☐ Mobil 73 ☐ National TV Log 14, 45, 76 ☐ Paramount 23-25 ☐ RKO Radio Inside Back Cover ☐ Cecil L. Richards 91 ☐ SIN 36 ☐ Station Business Systems 70 ☐ Storer 16-17 ☐ TA Associates 92 ☐ TM Productions 39 ☐ TM Programing 48-49 ☐ TM Special Projects 9, 57 ☐ 20th Century-Fox TV 20-21 ☐ Viacom Inside Front Cover/Pages 3, 12-13, 66-67 ☐ WBBM-TV 44 ☐ WOR-TV 41 ☐ Warner Amex 63 ☐ Warner Brothers 11, 35 ☐ Western Union 58-59 ☐ Westwood One 8 ☐ Youngs, Walker & Co. 88 ☐

ability to manage, according to panelists at a session, "How To Buy a Radio Station," moderated by Lee Masters, vice president, general manager, KLOZ(FM) El Paso.

Seller financing, if available, is most desirable, according to panelist Richard Churchill, T/A Associates, a venture capital firm. "Banks are only looking for blue-chip deals, and they aren't interested in turn-around ventures," he said.

Fewer than 10 venture capital firms actively look at broadcast deals, according to Churchill, and when they invest, "they want a 25% to 40% return on their money." They are not afraid, he said, of financing 100% of a broadcast deal, if it has the right ingredients, and they'll agree to terms allowing a broadcaster to assume full ownership once he's on his feet. "That allows us more liquidity," he said.

Two necessary ingredients are a market with potential for growth and a reasonably good facility, according to Churchill, but far more important than these is a good management team. "We look for someone with a track record, preferably in a turn-around situation," he said. Venture capital firms shy away from backing construction of new facilities and they aren't interested in financing "disk jockeys or program directors with the newest answer to saving rock radio."

According to panelist Richard Ferguson, president of newly formed Katz Broadcasting, "There's more serious money out there looking for good broadcast investments than receivers." Because broadcasting is management rather than capital intensive, the right management team can secure 100% financing from a venture capital firm.

How can a broadcaster build such a team? "Take a hard look at yourself," he said. "Assess your strengths and weaknesses and talk to people in the business who will be honest and offer constructive criticism."

Next, he said, "make career moves to stations where you can learn what you need to know and start to build your team by finding a program director and sales manager with whom you can work." If possible, Ferguson recommends giving the team a dry run at someone else's station, preferably one that needs turning around.

"Once you've established your track record," said Ferguson, "find a venture capital firm and get to know them. If you don't have a station in mind, they may be able to find you one."

For the small-market deals in which venture capital firms may not be interested, Ferguson recommended that a broadcaster "pitch" his local businessmen. "We gave 45% of our company to an investor group," he said, "but they found us $3 million to start our company."

NOW! CONTINENTAL'S

2.5 KW FM

High Performance 2.5 kW transmitter uses field-proven exciter; delivers clean crisp signal; has automatic filament voltage regulation, power control; is suitable for unattended operation; is solid-state except for one tube in final amplifier; provides efficient, cost-effective operation.

Write for brochure on 814R-1
Continental Electronics Mfg. Co.
Box 270879 Dallas, TX 75227
(214) 381-7161

Continental Electronics

Daytimers hear ways to compete with full timers: strong morning personalities and promotions, carriage on local cable systems, presence at nighttime events; for change to all-day status, 'write your congressman' for action

How can daytime broadcasters successfully compete with full timers? Other than trying to get a full-time license, there are programing and promotional tactics that can help in the race for ratings, according to nearly 50 daytime broadcasters who gathered for a breakfast session, "Daytime Friends/Nighttime Woes."

Joel Raab, new program director for the full-time WHK(AM) Cleveland but until recently with WEEP(AM) Pittsburgh, a daytimer, opened the discussion with tips for audience recycling, a key programing tool for daytimers. "People won't be waking up with your station," he said, "so you have to give them a reason to switch to you at sign-on." Contests that offer key clues or award prizes just after sign-on are one means of doing so. An outstanding morning personality team or a sign-off that promotes the morning show are others.

"The key to promoting your sign-on," said Bill Robinson, Musicworks Inc., "is to do so without calling it your sign-on." By attracting listeners to specific events, a station can circumvent the problem of having to attract listeners at different times during winter and summer.

When it's time to sign off, a daytimer can "maintain a presence" through the evening by providing a 24-hour call-in concert line or entertainment directory. Its personalities can appear at local events. "You can talk about where you'll be at night, even if it isn't on the air," said one

Rating Roundup

CBS-TV continued on its winning ways, again outrating both ABC-TV and NBC-TV by comfortable margins for the prime-time week ended March 15.

Based on national Nielsens, CBS-TV averaged a 19.7 rating and a 31.3 share for the week, nabbing the top five positions and seven of the top 10. For 20 weeks of the season, starting Oct. 27, CBS-TV has won 16 weeks, ABC, three and one was a tie between CBS-TV and ABC-TV.

For the week ending March 15, ABC earned a 16.6/26.4 and NBC 15.7/24.9.

Dan Rather's first week of anchoring the *CBS Evening News* showed Rather in first place with a 15.1 rating against 13.0 for NBC and 12.5 for ABC.

CBS raced away with four nights of the week—Monday, Thursday, Friday and Saturday—and shared Wednesday with NBC when each had an average rating of 17.8. ABC was the victor on Tuesday and Saturday night.

ABC's comedy bloc on Tuesday of *Laverne and Shirley, Happy Days, Three's Company, Too Close for Comfort* and *Hart to Hart* made creditable showings. Friday night was an ABC disaster with an average 12.4 rating, as the movie, "The Cracker Factory," wound up with an 11.3.

CBS was especially strong Friday when the combination of *Incredible Hulk, Dukes of Hazzard* and *Dallas* posted a 27.2 average rating for the night. *Dallas* rang up a 32.3 rating.

NBC's best showing on Wednesday night when it tied with CBS was abetted by the ratings pulled by *Real People* (21) and Diff'rent Strokes (18.9). Both were repeat programs.

The First 20

1.	*Dallas*	CBS	32.3/55
2.	*Dukes of Hazzard*	CBS	29.5/47
3.	*60 Minutes*	CBS	26.1/42
4.	*The Jeffersons*	CBS	26.0/39
5.	*Alice*	CBS	25.5/38
6.	*Love Boat*	ABC	24.5/41
7.	*M*A*S*H*	CBS	23.3/34
8.	*CHiPs*	NBC	23.2/34
9.	*Magnum, P.I.*	CBS	23.0/36
10.	*Little House on the Prairie* (rerun)	NBC	21.6/32
11.	*Three's Company*	ABC	21.3/31
12.	*House Calls*	CBS	21.1/31
13.	*Happy Days* (rerun)	ABC	21.0/32
14.	*Real People* (rerun)	NBC	21.0/32
15.	*Trapper John, M.D.*	CBS	20.9/34
16.	*Fantasy Island* (rerun)	ABC	20.7/37
17.	*Lou Grant*	CBS	20.7/35
18.	*Too Close for Comfort* (rerun)	ABC	20.7
19.	*Archie Bunker's Place*	CBS	20.4/31
20.	*Knots Landing*	CBS	20.0/35

The Final Five

65.	"Million Dollar Face"	NBC	10.5/17
66.	*Hill Street Blues*	NBC	10.3/19
67.	*Gangster Chronicles*	NBC	10.2/17
68.	*That's My Line*	CBS	9.6/14
69.	*NBC Magazine*	NBC	7.2/12

casting Co. to West Stark Broadcasting Co. for $399,000. Seller: Richard H. Miller, president (100%). He also owns WLEC(AM)-WCPX(FM) Sandusky, Ohio. Buyer: Virgil L. Musser, Daniel N. Larusso, Lawrence Chiraroli, Amalio Colangelo, M.K. Kamel (20% each). Musser is Massillon attorney. Larusso and Kamel are physicians. Chivaroli is general manager at auto dealership and Colangelo is tailor, both Massillon. Ann. Feb. 27.

■ WYBT(FM) Jersey Shore, Pa. (FM: 97.7 mhz, 3 kw, ant: 300 ft.)—Seeks assignment of license from Jersey Shore Broadcasting Co. to Audiophase Broadcasting Inc. for $175,000. Seller: Jeffry O. Schlesinger is president and owner. He has no other broadcast interests. Buyer: Curt Van Loon (52.05%), Frank Bell (23.47%), Timothy Menowsky (16.33%), Dave Wollett and Jill Uskurait (4.08% each). Loon is sales manager at WEJL(AM)-WEZX(FM) Scranton-Wilkes Barre, Pa. Bell and Menowsky are regional managers at National Association of Broadcasters. Uskurait is former news reporter and public affairs director at WLYC(AM)-WILQ-FM Williamsport, Pa. They have no other ownership interests. Ann. Feb. 27.

■ WPPC(AM) Penuelas, P.R. (AM: 1570 khz, 1 kw-D)—Seeks assignment of license from Penuelas Broadcasting Corp. to Ponce Gospel Broadcasting Corp. for $125,000. Seller: Lucas P. Valdivieso (32.50%), Eric A. Gonzalez (48.75%) and Vincente Pierantoni (18.75%). They have no other broadcast interests. Buyer: Jose Irizarry-Carballo, president (40%); Jose Hernandez-Santiago, vice president, and Felix Medina-Sierra, Secretary-treasurer (30% each). Irizarry is baker; Hernandez is cabinet maker and Medina radio and television producer, all Ponce, Puerto Rico. They have no other ownership interests. Ann. March 6.

■ KOLJ(AM) [FM CP] Quanah, Tex. (AM: 1150 khz, 500 w-D: FM 100.9 mhz, 3 kw, ant. 220 ft.)—Seeks assignment of license from Joy Radio Broadcasting Inc. to Crippen Communications Inc. for $205,500. Seller: Charles E. Maddux, Robert Rachuig, Joe E. Willis, Martin Maddoux and E.F. Abercrombie Jr. (20% each). Willis owns 20% and Maddoux, Rachuig, and Abercrombie each own 16% of KERC(AM) Eastland, Tex. Buyer: Larry Crippen (100%). He is Gainsville, Texas-based financial investor and former morning drive personality and program director at KUBA(AM)-KHEX-FM Yuba City, Calif. He has no other broadcast interests. Ann. March 6.

■ WNOR-AM-FM Norfolk, Va. (AM: 1 kw-D, 250 w-N; FM: 98.7 mhz, 46 kw, ant. 520 ft.)—Seeks assignment of license from Commonwealth Broadcasting Co. to Marvin Josephson Associates (MJA) for $2.6 million (BROADCASTING, Dec. 10, 1980). Seller is owned by Arnold Malkan and family who also owns KEYS(AM)-KZFM(FM) Corpus Christi, Tex.; WDJX(FM) Xenia, Ohio, and WKSY(FM) Columbia City, Ind. Buyer is publicly traded, New York-based international talent agency. It also produces *Captain Kangaroo* children's television program. It owns WNIC-AM-FM Dearborn, Mich. (Detroit).

■ KISW(FM) Seattle, Wash. (FM: 99.9 mhz, 100 kw)—Seeks assignment of license from Kaye-Smith Enterprises to Alexander Broadcasting Co. for $2.25 million. Seller: Joint venture, owned 80% by Dena Pictures and 20% by Alexander Broadcasting Corp. Dena pictures is owned by actor Danny Kaye and wife, Sylvia. Lester Smith is president and owner of Alexander Broadcasting. They also own KXL-AM-FM Portland, Ore., and Smith recently bought from Kaye KJRB(AM)-KEZE(FM) Spokane, Was. (BROADCASTING, Feb. 23). Buyer: Smith also owns 20% of Audio Electronics Corp. (Muzak Franchise for Cincinnati area) and is Limited partner in Seattle Mariners, American League baseball team. Ann. Feb. 27.

■ KYAC(AM) Seattle, Wash. (AM: 1250 khz; 5 kw-U)—Seeks assignment of license from estate of Carl Deck Jr. through U.S. bankruptcy court to Northstar Broadcasting Inc. for $1.6 million (BROADCASTING, Jan. 19.). Seller has no other broadcast interests. Buyer is owned by Lloyd Edwards, president of First Enterprise Bank, Oakland, Calif. He owns 30% of KMPX(FM) San Francisco.

Actions

■ WAIV-AM-FM Jacksonville, Fla.: (AM: 600 khz, 5 kw-U; FM: 96.9 mhz, 100 kw, ant. 230 ft.)—Granted assignment of license from Rounsaville of Jacksonville Inc. to Affiliated Publications Inc. for $3 million. Seller is owned by Robert W. Rounsaville who also owns WBJW(AM)-WLOF(FM) Orlando, Fla. Buyer is Boston-based publicly traded publisher of *Boston Globe* and owner of five AM's and five FM's. John I. Taylor is president. Jay Berkson is president of broadcasting subsidiary. Action Feb. 24.

■ WVLD(AM) Valdosta, Ga. (AM: 1450 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Evco Broadcasters Inc. to Basic Communications Inc. for $340,000. Seller: Al H. Evans, Sr., who recently was granted assignment of license of WLGA-FM Valdosta, Ga. (Broadcasting, March 16). Buyer: Alvin H. Evans Jr., president (90%) and brother, Lynn C. (10%), both sons of Alvin Sr. Alvin Jr. is general manager at WVLD and Lynn is Athletic director at local high school. Prior to assignment of license, they each owned 10% of WVLD. Action Feb. 17.

■ WQQT(AM) Savannah, Ga. (1450 khz; 1 kw-D, 250 w-N)—Granted transfer of assignment of license from WQQT Inc. to Kar-Whel Enterprises Inc. for $500,000. Seller is owned by Robert A. Powers (51%), Leonard A. Morton (39%) and John W. Collins (10%). They have no other broadcast interests. Buyer is onwed by Dale L. Karacostas, Hugh J. Wheeler and James H. Nettles, each one third. Karacostas and Wheeler jointly own WDGL(AM) Douglasville, Ga. Nettles is Savannah businessman with interests in steel fabrication and heavy equipment rental. He has no other broadcast interest. Action Feb. 23.

■ WFAU-AM-FM Augusta, Me. (AM: 1340 khz, 1 kw-D, 250 w-N: FM: 101.3 mhz, 4.8 kw, ant. 315 ft.—Granted assignment of license from Capitol Communications Corp. to Tanist Broadcasting Corp. of Boston for $600,000. Seller is owned by Harold Vigue (57.5%), Norman Gallant (25%) and Joseph Roy (18.5%). Vigue also owns 50.8% of WKRD-AM-FM Rockland, Me. Gallant and Roy have no other broadcast interests. Buyer is owned by T. Barton Carter (97%) and C. B. Wismar (3%). Carter is Boston University professor of communications. Wismar is associated with Washington religious film production company. They have no other broadcast interests. Action Feb. 26.

■ WKXA(AM)-WKXA-FM, Brunswick, ME., Amcom Corp. Granted transfer of control of licensee corporation from John Michael Ferring and Martha Ferring to AMCOM Corp.; consideration $210,000 (BTC-810216GM, BTCH-710216GN). Action Feb. 25.

■ KJPB(AM)-KYSD(FM) Waynesville, Mo., Pulaski County Broadcasters, Inc. Granted transfer of control from Leo N. King, James R. Dodds and Helen J. Dodds (Joint Tenants) to Clay S. Howlett and Mildred C. Howlett; consideration $79,515.80; condition (BTC-801219HW, BTCH-801219HX). Action Feb. 24.

■ WSEV-AM-FM Sevierville, Tenn. (AM: 930 khz, 5 kw-D; FM: 102.1 mhz, 22 kw)—Granted assignment of license from Tennessee Valley Broadcasting to Mooney Broadcasting Corp. for $1.3 million. Seller: Hobart L. Townsend Jr. (49%), Frank A. Woods (30%) and wife Jayne (21%). They also own WBRY(AM) Woodbury, and WTBP(AM) Parsons, both Tennessee. Buyer: Publicly traded group owner based in Knoxville, Tenn. George P. Mooney is president and 19.78% owner. Stations in buyer protfolio include: WUNO(AM) San Juan, P.R.; WERC(AM)-WKXX(FM) Birmingham, Ala.; WMAK(AM) Nashville, and WBYQ(FM) Henderson, Tenn. Action March 4.

■ KCMX(AM)-KKIC(FM) Ashland, Ore. (AM: 5980 khz, 1 kw-U; FM: 101.7 mhz, 3 kw)—Granted transfer of control of Rogue Radio Corp. from stockholders (100% before; none after) to Pacific Northwest Broadcasting Corp. (none before; 100% after). Consideration: $1 million. Principals: Kilibro Broadcasting Corp. (33%), Arthur B. Hogan and John D. Feldmann (31% each) and Arnold Sias (5%). Kilibro is owned principally by Robert Fenton. They also own KMYC(AM)-KRFD(FM) Marysville, Calif. In addition, Kilibro owns KFIV-AM-FM Modesto; KPLS(AM) Santa Rosa, and 51% of KTOM(AM)-KWYT(FM) Salinas, all California. Hogan and Feldmann are principal owners of KOWN-AM-FM Escondido, KRKC(AM) King City and KNJO(FM) Thousand Oaks, all California. Seller group has purchased, subject to FCC approval, KHSN(AM) Coos Bay, Ore. (Broadcasting, Oct. 27, 1980). Buyer: Charles H. Wilson (50-77%); Sally K. Bang (33.48%) and ten others. They own and operate KPNW-AM-FM Eugene, Ore. Action Feb. 23.

■ KATR(AM) Eugene, Ore. (AM: 1320 khz, 1 kw-D)—Granted assignment of license from KATR Communications Crop. to Spring Gene Radio Inc., wholly owned subsidiary of Empire Broadcasting Corp. for $355,400. Seller is owned by Elmer G. Haskin Jr. (85%) and Paul Larsen (15%). They have no other broadcast interests. Buyer is owned by Robert Kieve (16%) and 26 others. Kieve is president and general manager of buyer which also owns KLIV(AM) San Jose, KARA(FM) Santa Clara and KAHI(AM)-KHYL(FM) Auburn, all California. Action Feb. 23.

■ KBUH-AM-FM Brigham City, Utah, (AM: 800 khz, 500 w-D FM: 107.1 mhz, 3 kw)—Granted transfer of control of Brigham City Broadcasting Co. from Royce E. Wills (51% before; none after) to Skyline Broadcasting (49% before; 100% after). Consideration: $109,650. Principals: Wills has no other broadcast interests. Buyer: Gary Yantes (51%), wife Vernetta (34%), Craig Olson (10%) and Tom McCrary (5%). Yantes is president and principal owner of KGHM(AM) Brookfield, Mo. Vernetta is bookkeeper of KGHM. Olson and McCrary are employed with KBUH. Buyers presently hold 49% total interest in KBUH-AM-FM. Action March 5.

■ KEYY(AM)-KRMQ(FM) Provo, Utah (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 94.9 mhz, 50 kw, ant. 2730 ft.)—Granted transfer of control from Mid-Utah Broadcasting Inc. and Equivox Inc. to Utah Valley Institute Inc. for $2.88 million. Seller is principally owned by David S. Grow and brother, Steven. They have no other broadcast interests. Buyer is owned by Bruce E. Rhoads, 100% owner of common stock. His father, D. Dean, owns all of issued preferred stock. Bruce Rhodes owns Ft. Lauderdale, Fla., radio consulting firm. D. Dean Rhoads is president of Worldmark Corp., a Palm Beach, Fla., investment firm. Buyers each own 50% of applicant for new FM in Port Sulfur, La. Action March 5.

■ KGA(AM)-KDRK(FM) Spokane, Wash. (AM: 1510 khz, 50 kw-U; FM: 93.7 mhz, 56 kw)—Granted assignment of license from Liddie Broadcasting Co. to Community Pacific Broadcasting Co. for $3.6 million. Seller: Wesley L. Monroe (25%), Steve D. Bertholf (14%), father, Delbert (12%) and more than 10 others. They have no other broadcast interests. Buyer: David J. Benjamin (34%), brother, Bert (2.8%), Charles W. Banta (34%), Bert Lyon & Co. (29.2%). They also own KRDR(AM) Gresham and KEED(AM) Eugene, both Oregon and KGAA(AM) Kirkland, Wash. David Benjamin is Oregon Broadcasters Association. Bert Benjamin is Kansas City, Mo., attorney and president of Bert Lyon Co., Kansas City investment company. Ban-

Summary of broadcasting

FCC tabulations as of Feb. 28, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,594	3	2	4,599	113	4,712
Commercial FM	3,301	2	9	3,312	144	3,456
Educational FM	1,095	0	1	1,096	70	1,166
Total Radio	8,990	5	12	9,007	327	9,334
Commercial TV						
VHF	519	1	0	520	8	528
UHF	237	0	0	237	96	333
Educational TV						
VHF	102	1	3	106	7	113
UHF	156	2	4	162	16	178
Total TV	1,014	4	7	1,025	127	1,152
FM Translators	354	0	0	0	212	566
TV Translators						
UHF	2,595	0	0	2,595	238	2,833
VHF	1,395	0	0	1,395	491	1,886

*Special temporary authorization

**Includes off-air licenses